



CPRIOA
An Independent Association of Cell Phone Repair Franchisees
an Affiliated Chapter of the
American Association of Franchisees & Dealers
The Center for Total Quality Franchising®

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July 7, 2020

Rob Bryant
Brent Delzer
John Davies
Chris Jourdan
MMI-CPR, LLC
Assurant, Inc.
7100 East Pleasant Valley Road, Suite 300
Independence, OH 44131

BY EMAIL

Senior Assurant resource	Assurant resource	MMI Senior Resource	MMI Resource
Rob Bryant Rob.Bryant@assurant.com	Brent Delzer Brent.Delzer@assurant.com	John Davies jdavies@merrymtg.com	Chris Jourdan cjourdan@merrymtg.com

Dear Chris:

We appreciate your advice that CPR is not moving forward with an expansion agreement with Batteries+ at this time. We look forward to actively working with management to jointly design and embrace a network expansion plan, as we agree that network growth is important for our entire system. We add that store economics and profitability metrics will bear significantly on the success of any growth plan.

We hope that CPR leadership will embrace our offer of engagement and collaboration to jointly work to drive the growth, success, and profitability of our brand, including discussions to embrace a partnership with Batteries+ or other possible avenues of growth. We fully embrace the maxim of "Team - Together Everyone Achieves More."

We look forward to a productive dialogue.

Shane Mericle, President

Eric Farr, Vice President

cc: CPR Members and Franchisees